



# STATE OF IOWA

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TERRY E. BRANSTAD, GOVERNOR  
KIM REYNOLDS, LT. GOVERNOR

## STEM ADVISORY COUNCIL BROADBAND COMMITTEE

Co-Chair John Carver, Superintendent, Howard-Winneshiek Community School District  
Co-Chair Robert von Wolfradt, Chief Information Officer, State of Iowa  
Amy Kuhlers, Program Manager, Connect Iowa  
Robert Denson, President, Des Moines Area Community College  
Dave Duncan, President, Iowa Telecommunication Association  
Philip Groner, Iowa Communication Network  
Karl Hehr, Director of Technology Services, Ames Community Schools District  
Galen Howsare, Chief Financial Officer, Iowa Association of School Boards  
Karen Randall, Keystone Area Education Association  
Michael Sadler, Assistant VP for Public Policy  
Larry Siegel, Iowa School Finance and Information System Services  
Jeff Weld, Executive Director, Governor's STEM Advisory Council  
Josh Byrnes, State Representative, District 14  
Steven Soddors, State Senator, District 36

September 19, 2013

The STEM Advisory Council Broadband Committee is soliciting input from stakeholders all across Iowa who can offer insights into the unique broadband challenges facing the state, as well as provide thoughts on possible solutions. This input will help enhance efforts in developing effective policy recommendations to expand broadband access, adoption and use for all Iowans.

To offer comments, please address the questions below. All responses are considered public information, so please do not include confidential information in your response.

Name: Rich Schappert  
Organization: Casey's General Store  
Address: One SE Convenience Blvd, Ankeny IA 50021  
E-mail: rich.schappert@caseys.com  
Phone: 515-965-6189

- I. What barriers or other issues can you identify that may impede the increase of broadband access, adoption and use across the state?

*Casey's business extends into all 99 Counties within the state of Iowa and as applications grow in our business, so will Casey's bandwidth needs. Many of our stores are located in very rural areas. In many of those areas, we are limited to 1.5 Mb DSL service. In some cases, we cannot obtain broadband (DSL or cable) service for the stores, causing us to run an expensive T1 circuit to the store. We utilize wireless services as back-up and our reception for wireless data is spotty at best in rural Iowa.*

- II. If you had to choose one *primary* barrier, what would that be?

*Higher bandwidth at a lower cost for both landline based and wireless Internet.*



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### III. What recommendations do you have to overcome these barriers?

- *State incentives to wireless companies to build more 4G wireless services in rural Iowa.*
- *State incentives to landline companies to provide higher bandwidth Internet services in the smaller Iowa communities.*

### IV. What are your expectations for future access needs?

*As I mentioned above, our bandwidth needs will grow as our business applications expand. Digital signage, mobile marketing and Hot Spot services all may play a role in Casey's need for expanded bandwidth. Casey's serves over 300 Iowa communities and we are continuing to update and add new rural stores. As Casey's continues to grow in rural Iowa towns, so will our need for more bandwidth to service our rural customers.*

### V. Other comments?